

**ABSTRACT OF THE DISCLOSURE**

[0036] Mobile terminals, such as cell phones, having an internal memory and operating in a GSM wireless network environment with a SIM, store private content such as images, ring tones, buddy lists, email and the like, in the terminal memory. The private content is associated with the IMSI/MSISDN information of the content owner. The terminal correlates the IMSI/MSISDN information of the SIM with the IMSI/MSISDN information of the private content to grant access to the content only upon a positive content/SIM correlation.